LEO BURNETT U.S.A.

Memo for any day:

"Don't be out of stock on Philip Morris brands."

Philip Morris brands hold their old friends and make new ones every day. Last year they gained more sales than the rest of the industry combined.

If those loyal smokers don't see Philip Morris brands in your customers' stores, they'll find them somewhere else.

So be sure you're never out of stock on Philip Morris brands—and be sure your customers aren't. Remember, today is your only chance—and their only chance—to make today's sales.

*Source: Maxwell Report, courtesy of Maxwell Division of Wheat, First Securities, Inc.

5-Year Report: Philip Morris is the only company with gains in both unit sales and market share for each of the past five years.

Philip Morris U.S.A. Sales, 1971-75*

	Billions of Cigarettes	Cigarette Market Share
1971	97.2	18.1%
1972	110.6	20.0%
1973	122.9	21.3%
1974	133.2	22.5%
1975	141.4	23.6%

The Profit Makers come from Philip Morris USA

Source: https://www.industrydocuments.ucsf.edu/docs/prkn0003
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